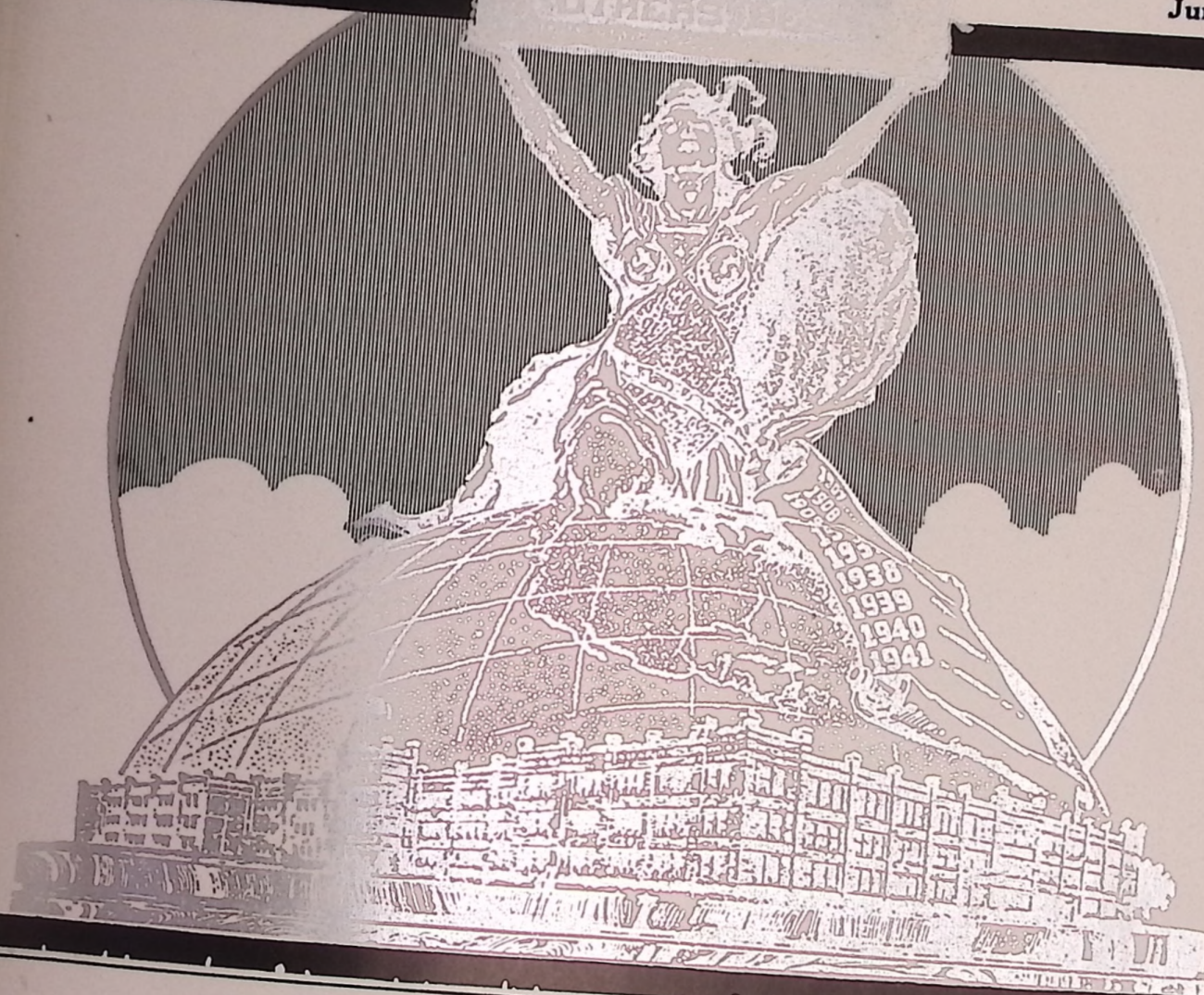


# THE REVIEW

Vol. XXXV—No. 29

June 26, 1941



*Ideas Will Sell!*

**WHEN LITTLE ELSE FINDS A MARKET**

*Never Shift Your Mouth  
Into High Gear Until You Are Sure  
Your Brain Is Turning Over*




**A TRAVELING SALESMAN IS NOT A LECTURER  
AND A CUSTOMER IS NOT AN AUDIENCE.**

This is a fact that will greatly increase the efficiency of any salesman who is clever enough to see the force of it.

Too much talk! That's what kills customers. Many a manufacturer might have a cemetery out back of his factory and on most of the grave-stones you would find the following inscription:

SACRED TO THE MEMORY OF A FORMER  
CUSTOMER WHO WAS TALKED TO DEATH.

Many salesmen think they are are paid to talk. They are not. They are paid to SELL.



# The REVIEW



by and for the Sales Department of  
**The Gerlach Barklow Co.**  
**THE ULTIMATE OF ART IN ADVERTISING**

Vol. XXXV

JOLIET, ILLINOIS, JUNE 26, 1941

No. 29

## LET'S START TODAY

While it is too early to give you a report of the results of Founder's Day, yet Judging from the fine spirit each one of you put into your effort on that day, I am confident you once more lived up to the traditions of the greatest day of all our business year and I want you to know how deeply I appreciate your responsiveness.

Predictions from every quarter are more than favorable for the months of July and August and I know every Gerlach-Barklow salesman will get his share of the summer business, if you'll continue with the same spirit you exercised during the Charter Anniversary celebration.

There was never a time when the combination of planning your work and working your plan would bring more certain results than today.

July and August will be what you and we make them. The melon of summer business is ready for the harvest. We have a big job before us. Let's start to do that job TODAY.

There are half a dozen potential winners of the Charter Emblem but we hope to give you the name of the winner within a very few days. In the meantime, ask every customer and prospect—"HOW ARE YOU GOING TO SAY 'MERRY CHRISTMAS' TO YOUR GOOD FRIENDS AND CUSTOMERS THIS CHRISTMAS?"

*J. Mackey*

AMERICAN HERALDRY SOCIETY  
NEW YORK

June 21, 1941.

Mr. J. C. MacKeever, Pres.  
The Gerlach-Barklow Co.,  
Joliet, Illinois.

Dear Sir:

Through the courtesy of Mr. P. M. Winter, of Pennsylvania, a Life Member of the American Heraldry Society, we have just received a copy of "The Family Record Book," which we understand your company recently sponsored as a good-will advertising medium.

Please accept our congratulations on your foresight and good judgment in devising such a pleasant means of recording family history and genealogy. Your booklet will prove of great value to historians and genealogists, who have been so handicapped in the past through the neglect of families to record this useful information.

Due to the fact that your valuable booklet contains such adequate provisions for the exacting requirements of historians and genealogists, it is to be hoped that you will enjoy a wide circulation, so as to encourage and stimulate a greater interest in the need for the recording of family data.

Wishing you success in your worthy effort, we are,

Very truly yours,

AMERICAN HERALDRY SOCIETY,

DR. Chas. L. T. Pichel,  
Director.

CLTP/GT

## WE KNOW RECORDS WILL BE BROKEN TODAY

This issue of The REVIEW goes to press on our thirty-fourth birthday and I am congratulating every Gerlach-Barklow salesman in advance for the wonderful and loyal efforts that I know are being put forth today. Many men will make a regular December 26th showing as a result of plans made weeks and months ago. Many Gerlach-Barklow customers insist upon placing their orders on June 25th each year. This spirit on the part of our salesmen and our customers is appreciated more than words can express.

The bulletin sent out last Saturday announced a very worthy winner of the T. R. Gerlach Memorial Scholarship, Robert V. Henderson. He has been prominent in all activities during his high school career, and Mr. Gerlach would be greatly thrilled, if he were living, to know that such a tribute is being paid to his memory today.

Some connections will be broken, some appointments will be broken and some plans will go awry—but we are certain every man and woman on the sales force is out “pitching” today and we know in advance that previous records will be broken.

The winner of the Charter Emblem will be one who knew on May 26th, the day the contest started, that he would win. Planning the campaign and a determination on the part of many others might have changed the picture as it stands today. Right now at least five or six are in the running and we won't know until Monday who will be the guest of honor in Joliet a week later.

*James R. Talcott*

AS GOOD AS THE BEST—CHEAPER THAN THE REST  
Sold by Leo Himelhoch on "Coal Facts" to a Coal Dealer

Harry Etter made a \$226 sale of "Playmates" on Class E Mailing Cards sold to a LAUNDRY AND LINEN SUPPLY COMPANY.

George H. Maloney sold 1000 "My Diary" Baby Booklets to a DIAPER SERVICE CONCERN for \$200.

E. V. Harris made a \$176 sale of American Negro Historical Calendars to a FUNERAL HOME.

Sam Haynes sold "Forever Yours" in HG4250 to a FLORIST for \$142.

Gene Keltner sold Paragon Kar Kit with Sun-Glass, Comb and File to a MANUFACTURER OF METAL CULVERTS for \$130.

Howard Kersey created a new account with a \$116 sale of Holiday Greetings HG4293 to a CHEMICAL MANUFACTURER.

Rudy Maddox made a \$127 sale of Pencils to a PAINT MANUFACTURER, a new customer.

Mr. Maddox also sold Holiday Greetings HG4231 to a FEDERAL SAVINGS AND LOAN ASSOCIATION.

Just to show you how good Americans they are, H. L. Nickels of Hilo, Hawaii makes a \$120 sale of "Their Priceless Heritage" in S257VK to a FLORIST—a new customer.

Sam Raborn made a \$140 sale of "Come Back Here" to a FUNERAL HOME.

Tom Perrott made a \$117 sale of R-19 Religious Calendars to a FUNERAL DIRECTOR.

Isidor Siegel made a \$127 sale of "Scenes of My Childhood" to a FLORIST.

Mrs. Fannie Peterson sold Paragon Sun Glass, Comb and File Cases—also Pocket Letterfiles to a TRUCKING COMPANY for \$170.

Ben Bercovit created a new account with a \$102 sale of Fans to a DEALER IN USED CARS. Mr. Bercovit sold this concern by suggesting Herman Grotte's fan copy.

Jim Hartman made a \$253 sale of "Be Sure You're Right" to a FUNERAL DIRECTOR—an old customer.

This order calls for 300 Safety First Billboards to advertise Ambulance Service.

Harold Ricker made a \$162 sale of "Rainbow Fishing Fleet" to a PLUMBING AND HEATING CONTRACTOR.

George H. Maloney made a \$173 sale of Special Calendars to a FEDERAL SAVINGS AND LOAN ASSOCIATION.

Bert Stiff made a \$132 sale of "Houghton Mill" to a CREAMERY.

WE'LL MOVE YOU 'CROSS THE HALLWAY—  
WE'LL MOVE YOU 'CROSS THE U. S. A.  
Sold by Leo Himelhoch on Family Record Books to a Cartage Co.

FLOWERS ARE THE PERFECT GIFT—ALWAYS WELCOME—  
EASY TO ORDER

Sold on "Bright Bouquets" by Tom Perrott to a Florist

Bill McNerney sold "My Diary" to a CHILDREN'S SHOP for \$143.

Perc Earl sold "Spirit of America" to a TEXTILE MANUFACTURER for \$115.

Leo Himelhoch sold Desk Memo Pad Calendars to a FINANCE COMPANY for \$146.

Fred C. Parks made a \$146 sale of "The Rainbow Fishing Fleet" to a COAL DEALER.

Howard Kersey made a \$132 sale of Pencils to a FUNERAL DIRECTOR.

Rudy Maddox made a \$106 sale of Paragon to a STATE BANK.

Carl Bly gained a new customer with a \$205 sale of Blotters to an ENGINEERING COMPANY.

Charles J. Clark sold "All-American" Billboards to a BUSINESS COLLEGE, a new customer, for \$128.

Bill Herrmann won a nice new account with a \$186 sale of FD Service to a FUNERAL DIRECTOR.

D. G. Waite made a \$100 sale of Paragon to AN IRON WORKS COMPANY.

DISTINCTIVE MEMORIALS FOR OVER FIFTY YEARS  
Sold by H. D. Evans on "Clipper Ship Surprise" to a  
Memorial Dealer

S. E. Adams sold "My Blue Heaven" to a PAPER BOX MANUFACTURER for \$100.

Ralph Bond made a \$100 sale of "When a Feller's Got a Friend" to a NEWSPAPER PUBLISHER to be used as Carrier Greeting Calendars.

H. W. Buckley made a \$100 sale of Paragon to a LUMBER DEALER a new customer.

Charles Chamberlain sold "Playmates" in SQA to a SERVICE STATION for \$100.

George B. Corrigan made a \$100 sale of Paragon Gift Sets to a MERCANTILE CONCERN—an old customer.

Mr. Corrigan also created a new account with a sale of "A Long Life and a Healthy One" to a WEARING APPAREL SHOP.

A. McWilliams sold 250 Paragon Key Cases to a dealer in FARM, ORCHARD AND BUILDING SUPPLIES—a new customer.

SICK SHOES MADE WELL  
Sold by Francis Leckberg on "Priceless Heritage" to a Cobbler

# THOUGHTS FOR INDEPENDENCE DAY

This issue of The REVIEW is the last one most of you will receive before the Fourth of July. Therefore, it may not be amiss to make some observations appropriate to the 165th anniversary of the adoption by the Continental Congress of the Declaration of Independence.

The adoption of this Declaration was—without question—the most important forward step ever taken by mankind. It brought into being the **ONLY FORM OF GOVERNMENT** under which men and women have been **COMPLETELY FREE**, and under which the citizens **RULE**. The Declaration of Independence, together with the Constitution of the United States which was adopted eleven years later, in 1787, made **INDIVIDUAL LIBERTY** workable and practicable for the first time in history.

In all the annals of mankind no single action has ever had such an important bearing upon the everyday lives of the average man and woman as the adoption of the Declaration of Independence. Every right we enjoy in this country—**EVERY RIGHT THAT INDIVIDUALS ENJOY IN ANY COUNTRY**—stems back to the day when the Liberty Bell was rung to “proclaim liberty throughout the land and to all the inhabitants thereof.”

Now, as we celebrate the 165th anniversary of the birth of American liberty, this liberty is threatened as never before. And—worst of all—it is threatened both from **WITHIN** and **WITHOUT**. It is threatened from within by disunion and dissension. It is threatened from without by forces that have publicly admitted their

intention to conquer the world, and destroy democracy once and for all.

The chief reason for disunion and dissension within is the unwillingness of numbers of the American people to take time and trouble to think things through. For example, instead of deciding what is best for the future of America, some of us take the position that we must stay out of war even though such a policy means that we might eventually be obliged to fight the whole world. Others take the position that we should enter the war **NOW**, no matter how unprepared we are, and throw our full strength into the struggle. It is in this lack of unity that the **REAL DANGER TO AMERICA** lies. It is the greatest menace with which we have to contend.

Of course it would be a pleasant diversion if we could sit back serenely and watch the fight that has broken out between Nazi-Fascists and Communism, **BOTH** of which are sworn enemies of democracy. But, if we adopt this attitude, we shall prove ourselves the biggest snobs who ever drew the breath of life.

Why did Hitler attack Russia? First of all, he needed the food and oil of the Soviet Union for his all-out struggle against Britain and the United States. He also needed other raw materials, and man power, which Russia could supply. But his plans go far farther than that. In attacking Russia he hopes to split wide open the Anglo-Saxon race, and also enlist on **HIS** side the support and sympathy of the anti-Communist forces throughout the world, particularly

in South America. Also he has the hope that he will weaken the will of those millions throughout the world who have feared the spread of Communism, including the middle and upper classes in Britain and the United States.

If he should succeed in conquering Russia, he will then be ready for US. By moving into Siberia, he can join hands with Japan and threaten Alaska and Canada as they have never been threatened before. Also he can move into Iran, Afghanistan, and—with Japan—threaten China and India. If you doubt this, take a look at the map and see **WHERE** and **HOW** Hitler can move if he **SUCCEEDS** in taking Russia. In fact, though we haven't realized it as yet, this invasion of the U.S.S.R. is a farsighted attempt to **ENCIRCLE** Britain and the North American continent.

Of course, if we **WAKE UP** in time and **STAY AWAKE**, this move by Hitler cannot possibly succeed. In fact, if Britain and the United States act realistically—**AS THEY MUST ACT IN THIS EMERGENCY**—Hitler's invasion of Russia can be turned into the greatest mistake ever made by any would-be conqueror. Indeed, if we could act as a **UNITED NATION** this war could be brought to an end sooner than anybody had the right to believe two weeks ago. The danger is that we shall again be lulled to sleep; that we shall wait—wait—wait—until the whole world is against us.

This writer happens to be old-fashioned enough to believe—**REALLY BELIEVE**—in the American form of government. In

fact, he believes so strongly in the American form of government that—though a life-long Republican—he thinks it extremely dangerous to suggest that this country needs “new leadership” when such leadership could be obtained only by **OVERTURNING** the American form of government.

If the people of America have the sense we believe they have, they will rally behind **THEIR PRESENT GOVERNMENT** and abide by the decisions of the President and the Congress. Americans who do otherwise have no right to claim that they believe either in America or democracy, for—by their actions—they prove that America and democracy **CANNOT FUNCTION**.

My plea is that—on the 165th anniversary of the birth of the United States—we pause long enough to reaffirm our **FAITH** not only in our system of government, but in **THE GOVERNMENT** which that system has placed in power until the next election. If we are unwilling or unable to do that, we might as well make up our minds that the Declaration of Independence was proclaimed in vain, and that the Constitution of the United States is a complete failure.

Let us make Independence Day a day of **REAFFIRMATION OF LOYALTY TO THE CONSTITUTION, THE FLAG, AND THE GOVERNMENT OF THE UNITED STATES!**

*Jewett E. Ricker*

DO JUSTICE TO ALL AND NEVER FORGET THAT WE ARE AMERICANS  
Sold by Clifford Higgins on "Spirit of America" to a Ford Dealer

Carl Bly sold "Their Priceless Heritage" to a MOTION PICTURE SUPPLY DEALER—a brand new customer.

Alan J. Kidd created a brand new account with a sale of the Family Record Booklet to a FUNERAL DIRECTOR.

Sidney Hodson sold 300 Holiday Greetings HG4251, "Peekaboo" to a HOTEL.

H. A. Gorsuch sold 250 "Down on the Farm" in R-15 to a DODGE CAR DEALER a new customer.

Jim Gammell sold 100 Memorial Record Booklets to a MEMORIAL DEALER, a new customer.

Ralph Gamble sold 200 "Peekaboo" in D-62 to a LIQUOR DEALER, a new customer.

M. C. Eckland sold "Spirit of America" in Billboards and Hangers to an OIL DEALER.

Frank Raitz sold "Spirit of America" to a STATE BANK and to an INSURANCE AGENCY.

Mr. Raitz also sold the new Family Record Booklet to a BANK.

And here's Raitz again with a \$150 sale of Family Record Booklets to a HOME BUILDING AND SAVINGS COMPANY.

WE APPRECIATE YOUR PATRONAGE ALWAYS  
Sold on Ger-Bars to a Service Station by Ben Bercovit

Sam Raborn sold the Family Record Booklet to a FURNITURE DEALER.

L. F. Page created a new account when he sold Family Record Booklets to a DEPARTMENT STORE.

A. H. Oschmann sold Family Record Booklets to a FUNERAL DIRECTOR.

E. E. Meyer sold "The Light in Her Eyes" to a DODGE AND PLYMOUTH DEALER.

Leo Levin sells a hundred Safety First Billboards, "Be Sure You're Right" to an OLDSMOBILE DEALER—a new customer.

H. A. Busack sold 4000 FD Service to a FUNERAL HOME, a new customer.

D. G. Waite sold "Rainbow Fishing Fleet" to a FISH MARKET to advertise "THE BEST FROM EVERY PORT."

N. G. Beatty created a new account when he sold 1000 Keg Style Key Cases to a LIQUOR DEALER to tell folks the following—"WHEN LOW IN SPIRITS, COME TO GUS' HAPPY CORNER."

BEAR US IN MIND AND COME BACK HERE  
Sold by D. G. Waite on "Come Back Here" to an Auto Body Shop

## A DISTINCTIVE SERVICE

Sold by Francis Leckberg on "Spirit of America" to a Funeral Home

A. A. Bender sold 75 R-2 Billboard Calendars "Outward Sunshine, Inward Joy" to a COAL DEALER.

F. A. Britton sold 250 No. 125 Pencils to a PAINT MANUFACTURER to advertise "COLORS AS TRUE AS THE RED, WHITE AND BLUE."

E. E. Meyer sold "Spanky's Safety School" to a FUNERAL DIRECTOR.

A. W. Thurn sold 250 No. 100 Pencils to a COAL DEALER.

Ben Gatliff sold "Spanky's Safety Patrol" Billboards to a BAKERY.

Ed. Gerrish sold "Puppy Love" to a DAIRY—a brand new customer.

G. R. Russell sold 750 Ger-Bars to a FURNITURE DEALER.

V. A. Magnuson created a new account when he sold 350 Family Record Books to a FUEL AND ICE DEALER.

Larry Moss sold a hundred "All-American" Billboards to a NATIONAL BANK to say "DEDICATED TO THE CAUSE OF AMERICANISM IN OUR COMMUNITY."

W. J. Eggleston opened a new account with a sale of 500 Paragon Leather Key Cases to a HUDSON AND CHEVROLET DEALER.

H. A. Gorsuch sold "Down on the Farm" in Billboards and Hangers to a LIVESTOCK COMMISSION HOUSE.

Leo Himelhoch sold "Spirit of America" in Billboards, Hangers and Utility Calendars—a complete campaign—to an INSURANCE AGENCY. This order takes the verses shown on your R-4 sample and the following line—"DEDICATED TO THE CAUSE OF AMERICANISM IN OUR COMMUNITY."

Leo Himelhoch makes the column again with a \$75 sale of "Their Priceless Heritage" in Art Mounts, Hangers and Billboards to a COAL DEALER—a brand new customer.

Rudy Maddox sold 500 Laundry Facts Calendars with "Puppy Love" to a LAUNDRY.

A. H. Laun created a new account when he sold "Springtime in the Forest" to a FOUNDRY AND PATTERN SHOP.

Dan Morrissey made a \$75 sale of Paragon to a TRUCKING COMPANY.

Guy Dean sold "Spanky's Safety Patrol" to a STATE BANK.

Perc Earl sold 6000 FD Service to a FUNERAL DIRECTOR for \$80.

Bert Stiff created a new account with a sale of "Our America" Blotters to a WHOLESALE MERCHANT.

## WE GIVE YOU A BETTER BUY

Sold by Ben Gatliff on Key Cases to a Used Car Dealer

WE WANT YOUR BUSINESS, AN' WE AIN'T BLUFFIN'  
Sold by G. R. Russell on Ger-Bars to a Saddlery and Harness Maker

Walt Olson sold 50 Zipper Kar Kits to a NASH AUTO SALES AND SERVICE.

Alan J. Kidd created a new account with a sale of Family Record Booklets to a FUNERAL HOME.

H. R. Messick sold 300 "My Diary" Baby Books to a DAIRY.

Leonard Smith won a new customer with a sale of Family Record Books to a FUNERAL DIRECTOR.

Bill Ehlinger created a new account with a sale of 5000 FD Service to a FUNERAL HOME.

George W. Ballard sold 250 Paragon Key Cases to a STUDEBAKER SALES AND SERVICE CO.

Bill Ehlinger won a second new customer with a sale of the new Family Record Book to a STATE BANK.

H. D. Evans created a new account with a sale of "Clipper Ship Surprise" to a MEMORIAL DEALER.

Bill McNerney won a new customer with a sale of 250 Paragon Key and License Holders to an AUTO SERVICE STATION.

A. A. Muldrew created a new account with a sale of 5000 FD Service to a FUNERAL DIRECTOR.

Sam Raborn won a new customer with a sale of 100 Indoor Billboards, "Sophisticated Lady" to a FORD SALES AND SERVICE CO.

Joe Henderson made a substantial sale of Paragon to a CHEVROLET SALES AND SERVICE COMPANY.

E. H. Gerrish sold "Spirit of America" to a DAIRY.

L. B. Nobles made a \$100 sale of Last Edition Hangers, "Happy Landing" to a MECHANICAL ENGINEERING CORPORATION.

Harold Ricker sold 350 R-19 Religious Calendars to a FUNERAL HOME.

Bob Shea created a new account with a sale of "My Diary" Baby Books to a FURNITURE DEALER for hospital distribution.

Rudy Maddox sold "Steady" and "My Blue Heaven" to a BRASS FOUNDRY.

A. W. Thurn sold 500 Family Record Books to an INSURANCE AGENCY.



**THE "ESSO" DIE IS NOW AVAILABLE  
For Stamping on Key Cases That Will  
Accommodate a Trade Mark**

Please turn to page 6 of your Paragon Price-Book section and under the heading, "OIL COMPANY TRADEMARKS" fill in the word "ESSO."

## *Lest You Forget*

### **INVENTORY AND VACATION SHUTDOWN IN OUR PENCIL FACTORY**

This is your official notice that the Pencil and Knife factories will again observe their annual ten-day shut-down for inventory vacation and factory overhaul during the period of Thursday, July 3rd, reopening on Monday, July 14th.

Please keep these dates in mind and remember that no orders will be filled during the period.

Also note that an added week should be allowed for filling any orders that may be written during the shutdown. This means that orders written during the shutdown should have a delivery date of about August first.

Your usual fine cooperation will be much appreciated.

### **AN AIR-PILOT SALE WITH AN IDEA**

C. F. Gordon is selling AIR-PILOT to Refrigerator and Radio Sales and Service concerns.

Primarily, Mr. Gordon sold "AIR-PILOTS" to Electrical Appliance dealers who placed one inside the refrigerators on display in his show-rooms and on top of refrigerators.

Naturally, these attractive little instruments excited curiosity and made prospective customers ask questions. Merchants explained the purpose of the "AIR-PILOT" and stated that one was given absolutely free with each refrigerator or radio purchased.

Today, some dealers frankly state on a window card that an AIR-PILOT will be presented free to each customer buying a refrigerator or radio. Others advertise that they will present an AIR-PILOT to anyone giving the names and addresses of two people who are in the market for either a refrigerator or a radio receiving set.

By-the-way, don't overlook the fact that some coal dealers are using AIR-PILOTS as door openers when soliciting advance coal orders; offering an AIR-PILOT to buyers who will place their winter's coal supply before September First.

## **SOHN SAYS IT'S OPEN SEASON FOR PARAGON SALES**

Craig Sohn who upholds Gerlach-Barklow traditions in Ohio has just been putting on a little Paragon drive which nets him four orders for a volume of \$463.

Mr. Sohn's biggest order comes from a LUMBER DEALER—a new customer and amounts to \$195.

Number two is from a WELDING COMPANY, also a new customer and amounts to \$118.

Three is a \$100 order from a TOOL MAKER and four is a \$50 sale to a FOUNDRY.

If it's open season for Paragon in Dayton, Ohio, might it not be open season for Paragon in YOUR territory? Let's take a leaf from Sohn's book and find out.

### **WITHDRAWALS**

FUNERAL DIRECTORS CARD FD230  
FUNERAL DIRECTORS CARD FD231  
FAN—Bluebirds for Happiness

### **DON'T MISS 'EM**

Elsewhere in this issue of REVIEW you will find two very strong letters of commendation from two very important men, telling us in no uncertain terms just what they think of our FAMILY RECORD OF MEMORABLE DATES.

Advertisers in a score of varied lines of endeavor are also expressing their approval of this newest creation of the Gerlach-Barklow Company and we're happy to say they're saying it with orders, orders and more orders.

While funeral directors and memorial dealers seem to be in the majority among buyers of the Family Record, yet we note that furniture dealers, gift shops, jewelers, insurance agents, florists, department stores and many other lines are also buying.

Make good use of these two letters, for both can help you to make sales.

## **WHEN A CUSTOMER BUYS METAL CALENDARS, HE BUYS DOUBLE**

Has it ever occurred to you to use the little Greeting which is enclosed with each Metal Calendar as an entering wedge in making sales? For example, you contact a prospect who tells you he can't afford a calendar this year and you come back at him with, "Surely you're going to remember your customers with an inexpensive Greeting." And you reach in your pocket and pull out one of those little greeting folders which are enclosed with each Metal Calendar; and you say—"Now here's OUR LEADER No. 300 which gives you a full year of advertising for 7½ cents each in 250 quantity, and this little Greeting folder is enclosed FREE OF CHARGE. Can anyone ask a better investment than this?"

Why not carry one, two or three samples in your pocket and give this idea a whirl? You'll find that it produces many a nice little "Bread-and-Butter" order for you, while at the same time making pleased customers who'll thank you sincerely for giving them this opportunity when you call back next year after the calendars and greetings have been distributed.

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## **HERE'S AN IDEA THAT CLICKS**

DEAR BERT:

This idea worked and I think REVIEW should have the story.

I showed the Family Record Book seven times today and the law of averages gave me this Cartage Company—the best sale of the week because it opens a new field for me—one where I always wanted to enter.

The book is presented as the moving van leaves the job, to remind the customer to call for their service any time and I believe the moving van people are swell prospects for this book because it will always be kept and will be a constant reminder to call this particular van for cartage or storage service.

The calendar is good advertising because it lasts a whole year, but the Family Record is good because it lasts a whole lifetime.

Thanks and regards.

LEO L. HIMELHOCH.

**DISTRIBUTION LETTER FOR USE WITH KNIVES**

(To be Mimeographed or Typed by Customer)

DEAR FRIEND:

No, I'm not superstitious. When a black cat crosses my path I consider it good luck. I'll walk under a ladder and think nothin' of it so long as the painter man doesn't splash paint on me. I'll take the third light off a match any day an' glad to get it so long's I don't burn my fingers. I'll even put my left shoe on before I put the right one on and I don't worry a mite if I see the new moon through glass. I'll sleep three in a bed if necessary and number thirteen is my lucky number. If I hear a dog howling in the night I don't even think of death—(except to wish for the death of the dog, for keeping me awake)—and I'll take all the two-dollar bills anyone wants to give me.

But I have my limitations and when it comes to sending a gift with a sharp point or a sharp edge to a friend like you—that's when I balk. So I'm selling you this knife. The price is one cent—penny, stamp, check, token, or I.O.U. Your credit is AA-A1.

And please let me take this opportunity to wish you health, happiness and prosperity through the New Year and through all the years that follow.

Sincerely,

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DEAR ERNEST:

Thanks to P. H. Cowherd, of Texas, I am enclosing a \$208 Pencil order from our largest specialty house between Denver and the Coast, dealers and distributors of Bakers', Butchers' and Electrical Refrigerating with a 2-A rating, and a brand new customer for G-B.

I prepared a layout in advance and in less than two minutes had this nice order. I used the same introduction that Mr. Cowherd used—asked the owner if he belonged to any civic organization, to which he replied, "Yes, the Rotarians," then suggested why not give them also to the membership outside of having his sales force give them out to the buyers and purchasing agents at their point of contact.

That was all there was to it, with a little more elaboration on my part regarding the mechanical features of the pencil, etc., also how each pencil acts as a silent salesman keeping his firm name in the minds of these buyers for the life of this pencil, which with care will last for many years.

Cordially yours,

LEO LEVIN.



**NO MORE BLUE MONDAYS FOR ME**

**I Send Mine to**

**THE AMERICAN INSTITUTE LAUNDRY**

1941	JUNE						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	-	-	-	-	-	

## **THE G-B SALESMAN'S CODE OF LOYALTY**

1. *To pay my debts of gratitude with thanks and good will.*
2. *To listen to no gossip or scandal about my friends.*
3. *To appreciate my friends' virtues and forgive their faults.*
4. *To promote the interests of my customers.*
5. *To do my best for those with whom I work.*
6. *To share my prosperity with those less fortunate than I.*
7. *To be a reliable friend in any time of danger or bereavement.*
8. *To be proud of my family, my organization and my country.*
9. *To carry my full share of the world's burdens.*
10. *To be loyal and true most of all when others fail.*